CLAIMS

What is claimed is:

1   1.   A transaction device comprising:

2   a sensor module configured to receive a product identification for a product

3   through a product tag; and

4   a communication module configured to transmit the product identification and a

5   device identifier associated with the transaction device to a product server through a

6   privacy server to obtain product information from the product server without providing an

7   identification of a user of the transaction device.

1   2.   The transaction device of claim 1, wherein the product server is to communicate

2   product information back to the transaction device based on the product identification

1   3.   The transaction device of claim 1, wherein the communication module is to

2   transmit a request to purchase the product to the product server through the privacy server

3   without providing the identification of the user of the transaction device.

1   4.   The transaction device of claim 1, wherein the product tag includes product

2   information for the product.

1   5.   The transaction device of claim 1, wherein the transaction device is selected from

2   the group consisting of a privacy card, digital wallet, and a privacy card configured to be

3   coupled to a digital wallet.

1   6.   The transaction device of claim 1, further comprising a product storage area

2   configured to store the product information for a number of products.

1   7.   An electronic transaction device comprising:

2   a sensor module configured to receive a product identification for a product

3   through a product tag associated with the product;

4   a wireless module configured to communicate with a privacy system, the privacy

5   system comprising a secure mechanism for correlating an identifier of the electronic

6   transaction device with a user authorized to use the electronic transaction device; and

7   a communication module configured to communicate the transaction device

8   identifier and the product identification through the wireless module to the privacy system

9   to perform a transaction for the product.

1   8.   The electronic transaction device of claim 7, further comprising:

2   a display module configured to display the product information for the product received

3   from the privacy system.

1   9.   The electronic transaction device of claim 7, wherein the product tag for the

2   product includes product information.

1   10.   The electronic transaction device of claim 7, wherein the user of the electronic

2   transaction device can purchase the product from a vendor through the secure mechanism

3   using the wireless module based on the product identification and the transaction device

4   identifier.

1   11.   The electronic transaction device of claim 7, wherein the communication module

2   is to transmit a request to purchase the product to the privacy system without providing

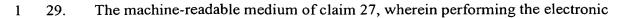3   the identification of the user of the transaction device.

1   12.   The electronic transaction device of claim 7, wherein the electronic transaction

2   device is selected from the group consisting of a privacy card, digital wallet, and a

3   privacy card configured to be coupled to a digital wallet.

1   13.   The electronic transaction device of claim 7, further comprising a product storage

2   area configured to store product information for a number of products.

1   14.   A method comprising:

2   receiving, at a transaction device, a signal based on a product tag associated with a

3   product;

4   transmitting the product tag to a product server through a privacy server indicating

5   a request of product information based on the product tag without providing an identity of

6   a user of the transaction device; and

7   receiving the product information from the product server.

1   15.   The method of claim 14, further comprising performing a product transaction for

2   the product with the product server through the transaction privacy clearinghouse using a

3   device identifier for the transaction device, wherein the identity of the user is not known

4   to the product server.

1   16.   The method as set forth in claim 15, wherein performing the electronic commerce

2   transaction for the product includes receiving eCoupons related to the product from the

3   vendor through the transaction privacy clearinghouse.

1   17.   The method as set forth in claim 15, wherein performing the electronic commerce

2   transaction for the product includes purchasing the product from the vendor through the

3   transaction privacy clearinghouse.

1   18.   An electronic system comprising:

2   a personal transaction device configured to communicate with a product tag

3   associated with a product to receive a product identification for the product, the personal

4   transaction device having an identifier;

5   a privacy server coupled selectively to the personal transaction device when a

6   transaction related to the product is to be performed based on the product identification,

7   said privacy server authorizing the transaction based upon the identifier and account

8   information of a user that is authorized to use the transaction device, wherein the

9   transaction is with a vendor of the product and wherein an identity of the user is not

10 provided to the vendor.

1   19.   The electronic system as set forth in claim 18, wherein the transaction includes

2   transmitting eCoupons from the vendor to the transaction device through the privacy

3   server without providing the identity of the user to the vendor.

1   20.   The electronic system as set forth in claim 18, wherein the transaction includes

2   purchasing the product from the vendor through the privacy server without providing the

3   identity of the user to the vendor.

1   21.   The electronic system as set forth in claim 18, wherein the personal transaction

2   device is selected from the group consisting of a privacy card, digital wallet, and a

3   privacy card configured to be coupled to a digital wallet.

1   22.   The electronic system as set forth in claim 18, wherein the privacy server is

2   further configured to selectively couple to a financial institution.

1   23.   The electronic system as set forth in claim 18, wherein the privacy server further

2   comprises a financial institution.

1   24.   The electronic system as set forth in claim 18, wherein the privacy server

2   comprises a secure database of transaction device information and user information, said

3   database accessed for authorizing the transaction.

1   25.   The electronic system as set forth in claim 18, wherein the privacy server is

2   configured to interface to a financial processing system configured to perform financial

3   transactions associated with the transaction.

1   26.   A machine-readable medium that provides instructions, which when executed by a

2   machine, cause said machine to perform operations comprising:

3   receiving, at a transaction device, a signal based on a product tag associated with a

4   product;

5   transmitting the product tag to a product server through a transaction privacy

6   clearinghouse indicating a request of product information based on the product tag; and

7   receiving the product information from the product server without providing an

8   identity of a user of the transaction device.

1   27.   The machine-readable medium of claim 26, further comprising performing an

2   electronic commerce transaction for the product with the product server through the

3   transaction privacy clearinghouse using a device identifier for the transaction device,

4   wherein the identity of the user is not known to the product server.

1   28.   The machine-readable medium of claim 27, wherein performing the electronic

2   commerce transaction for the product includes receiving eCoupons related to the product

3   from the vendor through the transaction privacy clearinghouse.

1   29.   The machine-readable medium of claim 27, wherein performing the electronic

2   commerce transaction for the product includes purchasing the product from the vendor

3   through the transaction privacy clearinghouse.